

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Rich:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as **60** SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (**Note: This is not 'pre-sleeved' product.**) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston Box	12300-25379
4	Winston Light Box	12300-25380
2	Winston Ultra Lt Box	12300-25381

PO #062998

Product / Premium Arrival:

June 29, 1998

Ship Date to Retail:

Week of: July 13, 1998

Displays (Item #542810)

SKU CUBE: 1.6113

SKU WT (w/o Product): 3.2200 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Cartons

EFT \$ Amount: **\$2,120.94**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

51845 8144

-2-

\$1.00 Off 2-Pack Tear Tape
ELMIRA DISTRIBUTING

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$112.00 (8 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162605

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

51845 8145

WHOLESALE : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL 51/2-NO
 TEMPLATE SEQ : 0916
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204		666526	NICHOLS TRAVEL PLAZ	EXIT 62, ROUTE #1	NICHOLS	NY	13812	1				(607)699-3104
162602	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	2				(716)243-2426
162604	162225	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	3	NYS			(716)726-2821
162605	162228	811577	PENN MOBIL MART	805 PENNSYLVANIA	ELMIRA	NY	14904	1				
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869	2				(607)594-3846
162605	162231	597271	BIG M	15 MAIN STREET	SPENCER	NY	14883	1				(607)589-4999
162605	162228	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	2				(607)739-2731
162605	162228	762547	CAESAR'S PARTY WORL	2077 LAKE RD	ELMIRA HEIGHTS	NY	14903	3				(607)734-2419
162605	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1				(607)739-1948
162605		763503	QUICK STOP BEV GROC	3054 LAKE RD	HORSEHEADS	NY	14845	1				(607)734-6850
162605		763557	LINDA'S CITGO	ROUTE 14	MONTOUR FALLS	NY	14865	1				(607)535-4165
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904	1		0362-0102	046292	(607)732-1275
162605	162624	647713	STOP 21	RT. 21 & ARMINGTO	PALMYRA	NY	14522	1				(315)597-6300
162605	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1				(607)732-4522
162605		586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	2				(607)737-6338
162605	162225	595846	POPPERS	110 VICTORY HWY.	PAINTED POST	NY	14870	3				(607)936-0266
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	2				(315)548-5046
162605	162228	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	4				(607)734-4296
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1				(716)394-4490
162605		545960	QUICK STOP BEV & GR	1331 COLLEGE AVE	ELMIRA	NY	14901	2				(607)734-0875
162605		419614	COLDIRION FUEL INC	759 E CHURCH ST	ELMIRA	NY	14901	2				(607)734-1507
162605	162228	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	2				(607)734-2379
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1				(607)739-5401
162605	162228	192094	C & S MOBIL MART/P	3301 CHAMBERS RD	HORSEHEADS	NY	14845	2				(607)796-9208
162605	162225	022619	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY	14891	2	NYS			(607)535-2152
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLEN	NY	14891	2	NYS			(607)535-7515
162605	162228	269631	BROWN CIGAR	4 W MARKET ST	CORNING	NY	14830	2	NYS			(607)962-2612
162605	162225	764298	MAPHIS EGGLELAND	CATHERINE RD	ODESSA	NY	14869	1	NYS			(607)594-3688
162605	162228	269852	CFM #33-092/F	2104 GRAND CENTRA	HORSEHEADS	NY	14845	1	NYS			(607)739-2411
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845	2	NYS			(607)739-8958
162605	162225	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POST	NY	14870	2	NYS			(607)962-7675
162605	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	2	NYS			(607)936-4552
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843	2				(607)324-1560

PAGE BREAK TOTAL ACCOUNTS 33 TOTAL QUANTITY 58

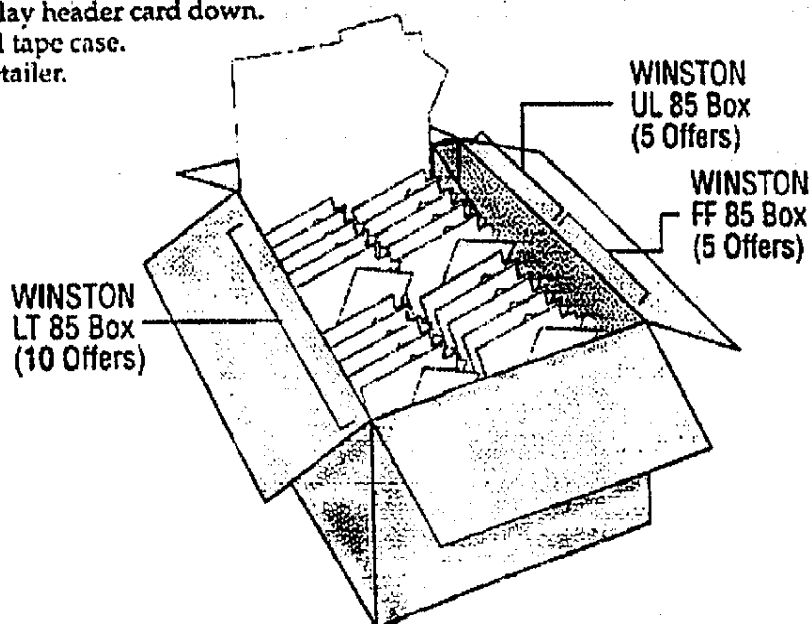
TEMPLATE TOTAL ACCOUNTS 33 TOTAL QUANTITY 58

WHOLESALE PACKING INSTRUCTIONS
VALUE ADDED PROMOTION
3RD QTR.'98

July Winston \$1 OFF 2 Packs (Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL \$1 / 2 PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of Cartons	1	2	1			

 4
 5/11/98

51845 8147

\$1.00 off with 2-pack purchase.

Lose the additives.

Save a buck

when you buy 2 packs.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.

Lose the additives. Lose the additives.

Save a buck Save a buck

when you buy 2 packs. when you buy 2 packs.

No additives.